



Evoca Group strengthens Middle East presence with new representative office in Dubai.

Dubai, UAE, 24 October 2024 – Evoca Group, a global leader in the production of professional coffee and vending machines, including renowned brands such as Gaggia, Saeco, and Necta, announces the opening of its **new representative office in Dubai**. Located at Saba Tower 1, Jumeirah Lake Towers, this new office underscores Evoca's commitment to expanding its footprint in the Middle East, a key market experiencing dynamic growth.

The Dubai office will enhance Evoca's ability to serve its Partners within the region by providing closer support and direct access to the Group's latest technological innovations. This initiative aligns with Evoca's mission to offer exceptional products and services tailored to the specific needs of its clients in this rapidly developing market.

In conjunction with the opening of the new office, Evoca invites all customers and partners to visit its **stand Z4-J39** at **Gulfhost 2024**, the Middle East's leading hospitality and food service exhibition. The event will take place from **November 5 to 7** at the **Dubai World Trade Centre**, showcasing the latest trends and innovations in the industry.

At the exhibition, Evoca will unveil several new technologies and machines: **La Solare**, featuring the new **LatteVelluto** technology for creating smooth, milk-based beverages, and the **Wittenborg W100**, a superautomatic coffee machine ideal for coffee corners in workplaces or convenience stores, designed according to sustainability criteria to deliver high performance while minimizing environmental impact. Both machines are contenders for the **Gulfhost Innovation Awards** in the categories of **"Best Coffee Innovation"** and **"Best Sustainable Innovation"**.

Also on display will be **Aurora**, a compact superautomatic coffee machine branded **Saeco**, and the **Gaggia Milano La Vetro**, a traditional coffee machine crafted for baristas.

We look forward to welcoming our partners at our stand and in our new office. Together, we will explore new opportunities for collaboration and growth in the Middle East.

About Evoca Group

Evoca Group is a world-leading producer of professional coffee machines and vending machines for out-of-home consumption, anchored in more than 90 years of coffee and vending heritage. Together, our broad portfolio of brands offers a complete range of products to bring great coffee and vending products to our 10,000 customers - serving consumers across hotels, restaurants, office buildings, public spaces, and more.

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